

An Important Message from Jennifer Toth, Deputy Director of Transportation

Introducing the Driving Safety Home Campaign

As we begin 2013, I'd like to wish each of you a happy and safe New Year. Already, this year is off to an exciting start. I'm pleased to announce that ADOT is launching a campaign called **Driving Safety Home**. It begins today, and most importantly, it begins with each of us.

Driving Safety Home is an effort to reduce the number of people injured and killed in preventable transportation-related incidents on public roads in Arizona. It's a multiyear initiative that will use various types of messaging to increase and enhance awareness about transportation-safety issues and, ultimately, motivate positive changes in driver behavior.

This year, the primary audience for Driving Safety Home is us: ADOT employees. As transportation-industry professionals, we must "set the example" by traveling safely all the time - at work and in our personal lives. We must model the types of safe behavior that we want everyone else to follow.

In 2014, the size and scope of our audience will expand, with even greater emphasis on reaching transportation stakeholders and the general public. We'll also be carefully analyzing Arizona's crash data to identify demographics and geographic areas to determine if even more specific, targeted campaigns are necessary to reach specific audiences in specific communities or regions of our state.

Tragically, most fatal and injury crashes are preventable. Simply fastening a safety belt, wearing a helmet or waiting to send a text message can be the difference between life and death or, in some cases, life with a painful and debilitating injury. With that in mind, some of the topics we'll be focusing on this year include teen-driver safety; motorcycle, bicycle and pedestrian safety; impaired and distracted driving; work-zone safety; and tire safety. We'll also coordinate with other public safety efforts, such as a campaign focusing on Arizona's "Move Over" law in March, campaigns led by the Governor's Office on Highway Safety and ongoing national campaigns.

Please join me in Driving Safety Home by traveling safely no matter where, how, when or why you travel ... and encourage your family members, friends and others to do the same.

Thank you,

